BTEC

BTEC Performing Arts

Assignment Brief

Qualification: BTEC International Level 3 Extended Diploma in Performing Arts

Module G: G20 International Profile

Issue Date:
Deadline Date:
Assessor:

Pearson

Important guidance for using Example Assignment Briefs

Example Assignment Briefs (EABs) are provided as support and guidance.
Teachers are not required to use them.

You are free to use or adapt them in any way to suit your programme and learners. When adapting EABs, or creating your own, you must ensure the
minimum requirements listed on the ‘BTEC Internal Verification of Assignment Briefs’ are met.

Assignment: On the move!

Unit G20: International Profile

1. Adapt and develop a project/material for an international market.

Context

To work effectively in different countries, it is important to have a profile that is meaningful and relevant to the people you are communicating your skills and qualities to.

In this assignment you will present a proposal for developing your personal profile internationally.

Your brief

You are a member of an international focus group and have been asked to consider how best to present and promote yourself to potential employers in different countries.

You will take part in research activities and workshops to explore how you could adapt and develop your personal profile for a different international setting.

You are required to produce a proposal that demonstrates how you would specifically adapt your profile. This could be in the form of a report, presentation, video, blog, vlog, etc.

Task 1: Your Profile

You should explore how you would need to adapt and develop your promotional material to appeal to an audience in a different country or territory.

This could include:

- understanding how performance material is produced, distributed and consumed in different countries
- differences in language, culture, values and attitudes
- legalities and legislation, e.g. copyright
- financial considerations, e.g. licensing, taxation
- political and economic factors
- available technology
- meeting a local need
- understanding local trends, fashions and emerging markets.

Task 1: Your Profile

- You should present your proposal in a suitable format and in such a way that you can evidence how you would adapt your promotional material for your selected international setting, in order to be successful in another country or part of the world.

- Your proposal should demonstrate a thorough understanding of the target market, and a comprehensive assessment of how you will adapt and develop your promotional material to meet the requirements of that specific international market.

Criteria covered by Task 1

G20.1 Adapt and develop a project for an international mar

Unit/Criteria Reference	To achieve the criteria you must show that you are able to:
G20.P1 Pass **Competent**	At **Pass**, learners present material that shows an understanding of a different target market and how their existing material would be adapted and developed to meet the expectations of a specific country or territory.
G20.M1 Merit **Effective**	At **Merit**, learners present material that shows a full understanding of a different target market and a clear consideration of how their existing material would be adapted and developed to convincingly meet the expectations of a specific country or territory.
G20.D1 Distinction **Accomplished**	At **Distinction**, learners present material that shows a thorough understanding of a different target market and a comprehensive assessment of how their existing material would be adapted and developed to fully meet the expectations of a specific country or territory.

Checklist of evidence required

Your proposal should include the following:

Task 1

A proposal for how to adapt your profile for a chosen international setting.

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